
Personal Branding Masterclass: 10 Steps to Creating Your Personal Brand

with Claire Bahn



10 Steps to Creating Your Personal Brand

Everyone has a personal brand whether they like it or not. For some, their personal brand helps them achieve their goals and others their personal brand holds them back.

There are a lot of misconceptions about what personal branding is, so let's get to the bottom of it. Some people think that if they have a LinkedIn profile or sign up for a few social platforms, then they have a personal brand. I've had people tell me that they have a personal brand because they have a logo and a website and/or post on Instagram every now and then.

These are just components of a personal brand like parts of a rocket. A few pieces won't launch your personal brand. It takes a number of critical parts working in harmony to lift your personal brand by creating the authority, influence and trust you need to achieve your goals.

This workbook is designed to help you create the fundamentals of a strong personal brand that will help you launch a powerful personal brand to achieve your goals.

Session 1: Why your personal brand matters to your bottom line.

1. **What makes you unique?** List you and/or your businesses unique traits and offerings.

- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

2. **What is the current state of your personal brand?** Do a search for your name and/or your business name on [google.com](https://www.google.com) List what you find below. Did you find anything? If so, is it good or bad.

- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

Session 2: Define Your personal brand strategy in 3 easy steps.

3. **Identify your business goals:** for example, do you want to be recognized for a certain expertise or skill? Do you want to generate more sales or revenue for your business? Do you want to be invited to be a speaker or be interviewed on a particular subject? Any business goal you have is fine but you need to have at least one goal to move forward.

✓ _____

✓ _____

✓ _____

✓ _____

✓ _____

4. Identify your target audience: for example, age range, salary range, gender, geographic area, language, interests or particular challenge are some of the ways to define your ultimate target audience or avatar for the perfect client. You need to define the target so that you can build a personal brand that appeals to that audience.

- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

5. Who are your top 3-5 competitors? It's said that "Every business has a competitor, if they don't have a competitor then it's not a business." Even if they don't to EXACTLY what you do or plan on doing, you should identify competitors that are close to what you do or that target the same audience.

- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

Session 3: Attract your target audience with the right look and feel.

6. Build your brand identity.

- ✓ Build your logo, you can do it yourself using Canva or find someone on Fivver to do it for you. Don't over think your logo. The best logos can simply be a stylized rendition of your initials or the company's.
- ✓ Decide on the best colors to use for your brand and the font. Color actually MEANS something to people. It conveys a "feeling" as the chart below shows. Try to choose a color pallet that will appeal to your audience and fits with the theme of your business. Is it serious or cheerful and fun, does it project trust and balance or imaginative excitement? These color cues help your audience bond with your brand and amplify your message. Also check out Adobe Color: <https://color.adobe.com/create>
- ✓ Show up online as you would for an important meeting or interview

Color Emotion Guide- Copyright <https://thelogo.company.net/>



Session 4: Own your brand- The critical factor that most overlook.

7. **Buy your own domain. If you do nothing else on this checklist, please do this. Your registered domain is the cornerstone of your personal brand.** It is yours and no one can take it away from you. Your domain name will form the basis for all the profile names across any existing platforms and any new platforms that arise. Your audience will always know to look for you anywhere based on the domain name you choose. We recommend choosing a domain that is as close to your real name as possible.

- ✓ What is one of the most important steps in personal branding?

- ✓ Your domain is fundamental to your website. Your website is more important than your social media accounts because you own it. It will be yours even if Instagram or other platforms you've invested content on loses importance.

- ✓ If possible buy your first and last name and register it (for example, my website is clairebahn.com). If you are unable to get your name, try reversing the order of your name or using your middle initial or middle name.

- ✓ What are the 3 Key factors to focus on when purchasing your website:

✓ _____

✓ _____

✓ _____

- ✓ What is your domain name going to be? _____

8. Build your website: Your website doesn't need to be too elaborate or expensive at all. We do recommend that you build your site using Wordpress as 60%+ of all websites are built using Wordpress and it will be easier to find people and information to help you. Many hosting sites even offer free Wordpress websites you can customize for your needs.

- ✓ Build your website keeping your goals and target audience in mind.
- ✓ Use the brand identity you came up with, like the colors, fonts and logo for the site.
- ✓ 5 Key factors to focus on when building your website:

✓ _____

✓ _____

✓ _____

✓ _____

✓ _____

Session 5: Beyond the basics- Amplifying Your Social Profiles

9. Register the Domain name you purchased with every major social media site.

- ✓ I would suggest at least having Facebook (page), Twitter, Pinterest, LinkedIn, Instagram. I also have YouTube, TikTok and Tumblr. If you don't already have these social media accounts, go and get them now before someone else gets your name.
- ✓ You don't have to use all of your social media accounts (right now); you're just protecting your name. You're owning your space. Just don't lose your usernames and passwords. Put those in a safe place.

10. Build your social profiles.

- ✓ What are the 4 things that your social media bios should have?

✓ _____

✓ _____

✓ _____

✓ _____